

# TAUW

Foundation

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## Criteria



# TAUW Foundation criteria

## Your project is in line with the vision and mission of TAUW Foundation

### Vision

*We have a dream! Our aim is to increase initiatives that help to create a beautiful world – a world that offers a sustainable environment for everyone, in times of climate change. A world where we live in sustainable cities and communities, where everything is done to preserve and improve the condition of the environment.*



### Mission

*Our mission is to financially support and accelerate innovative and sustainable projects in the field of water, environment, and living environment. Projects which have the potential to accelerate the knowledge development of a sustainable living environment and which are able to continue and realize their purpose independently in the long-term.*

# TAUW Foundation criteria



## **Your project is innovative!**

- Your project will develop or generate a new method, new tool, new product or new knowledge
- *Or* your project uses an existing method, tool, product or knowledge, but is applied in an innovative manner
- Ask yourself: *Why is your project different from all the other projects?*

# TAUW Foundation criteria

## Your project creates societal impact



- Your project contributes to SDG's 6, 7, 11 or 13
- Your project has impact on people, knowledge, innovation, sustainability and the living environment
- A large part of society is able enjoy the impact
- Ask yourself: *To which SDG does your project contribute to?*



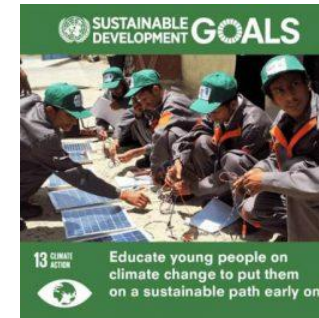
Goal 6: Clean Water and Sanitation



Goal 7: Affordable and Clean Energy



Goal 11: Sustainable Cities and Communities



Goal 13: Climate Action

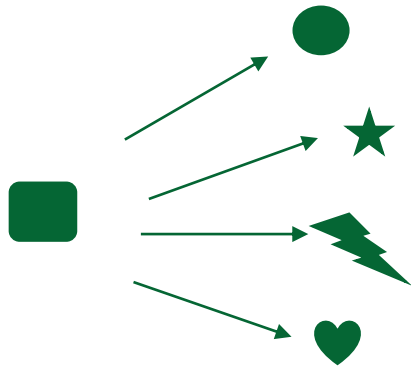
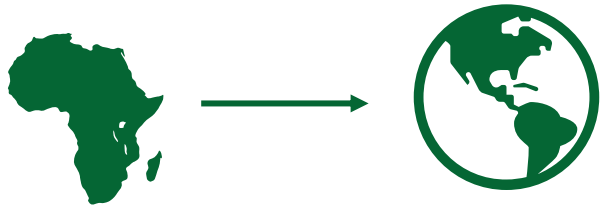
# TAUW Foundation criteria



## Your project will have outreach!

- You will share the gained knowledge and experiences openly by publishing the results in an article, academic paper, organising a webinar, citizen science or organising events contributing to knowledge sharing.
- Everybody is able to enjoy the gained knowledge
- *Make sure to make a communication plan for your proposal*

# TAUW Foundation criteria



**Your project can be upscaled & has an impulse character!**

- Your project results in an innovation that could be applied nationally / globally. Your project can be translated to other regions.
- Your project will lead to multiple projects.
- Your project can be translated to other fields or used by multiple industries.

# TAUW Foundation criteria



## **Your project is a catalyst!**

- TAUW Foundation invests seed money.
- TAUW Foundation invests in projects that after funding can sustain it's own.
- TAUW Foundation does not contribute to long-term operational support.
- Your project does not last more than 2 years.

# TAUW Foundation criteria

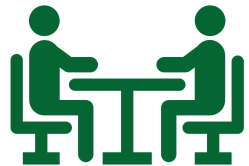


## Check your budget!

- Total project budget should at least be EUR 50.000,- (taxes included)
- The project must have a multiplier. The TAUW Foundation's contribution is no more than 50% of the total funds required for the project
- The intention is to provide support between EUR 25.000,- and EUR 100.000,- per initiative (taxes included)
- The requested budget must be in line with market practice and price
- TAUW Foundation will not invest risk capital in a project to achieve financial return: TAUW Foundation does not contribute to commercialising products or innovations.
- *Ask yourself: Is the budget in line with the impact I will make with the project?*



# TAUW Foundation criteria



## **Create a consortium of at least two parties!**

- All partners need to sign a letter of intent
- All consortium partners contribute to the project
- Ask yourself: *What partners can help you and your project?*
- Or: *What partners can I collaborate with, to improve my project?*

# Final checklist

## What do I do before I write a preproposal?

1. Do I have an innovative idea?
2. Is this possible in two years?
3. What are interesting partners?
4. How can I create the biggest social impact?
  - a) What SDGs does the project contribute to?
5. What is my communication plan?
6. What will happen after this project ends? (upscaling, impulse, seed)
7. What budget do I need?